



KNXV

# ORDER

Print Date 08/21/12

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Flight Dates **08/22/12-08/24/12**

Contract / Revision      **308658 /**      Product      **Sinema for Congress**

Original Date / Revision      **08/21/12 08/21/12**      Agency Com      **15%**

Advertiser **Sinema / Democrat / Congre**      Billing Contact

Agency      **Media Strategies and Resea**      **1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Buying Contact      Sales Office      **KNXVL**

**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Primary Account Executive  
 KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic      A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      DEF

Advertiser Ref

Order Share 15%      Market Value 11666

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	%	0
KPNX	%	0
KPPX	%	0
KSAZ	%	0
KTVK	%	0
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	85%	9916

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	3	\$1,487.50	\$1,750.00	0.00
<b>Totals</b>	<b>3</b>	<b>\$1,487.50</b>	<b>\$1,750.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/24/12	3	\$1,487.50	\$1,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	08/22/12	08/24/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--- 1---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--- 1---			1		\$450.00		0.00				
N 2	KNXV	08/22/12	08/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-- 1----	:30	1	\$450.00	P-6	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-- 1----			1		\$450.00		0.00				
N 3	KNXV	08/22/12	08/24/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---- 1--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00



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**KNXV-TV  
PHOENIX**

Contract / Revision    **308658**    Flight Dates **08/22/12-08/24/12**

Hiatus Dates

Original Date / Revision    08/21/12/    08/21/12

Order Sep    00:20:00

Advertiser    **Sinema / Democrat / Congr**    Product **Sinema for Congress**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KNXV	08/22/12	08/24/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---- 1--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---- 1--	1		\$850.00		0.00						
														<b>Totals</b>	<b>3    \$1,750.00</b>
*Tax 1 Note: Tax 0.5%.															

\*Tax 1 Note: Tax 0.5%.